



Engaging Audiences via Social Media

CAPT Cappy Surette

Navy Medicine Public Affairs

Information Consumption Has Changed



Understanding Social Media



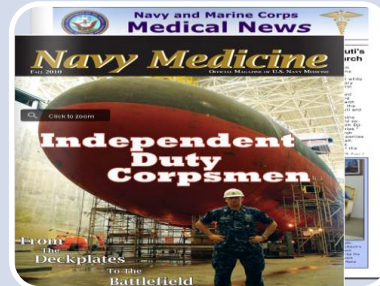
NAVY MEDICINE COMMUNICATIONS

Media



**Mainstream
and trade
media
engagement**

Internal



**Corporate
Communication**

Social Media



**Social & New
Media
engagement**

Outreach

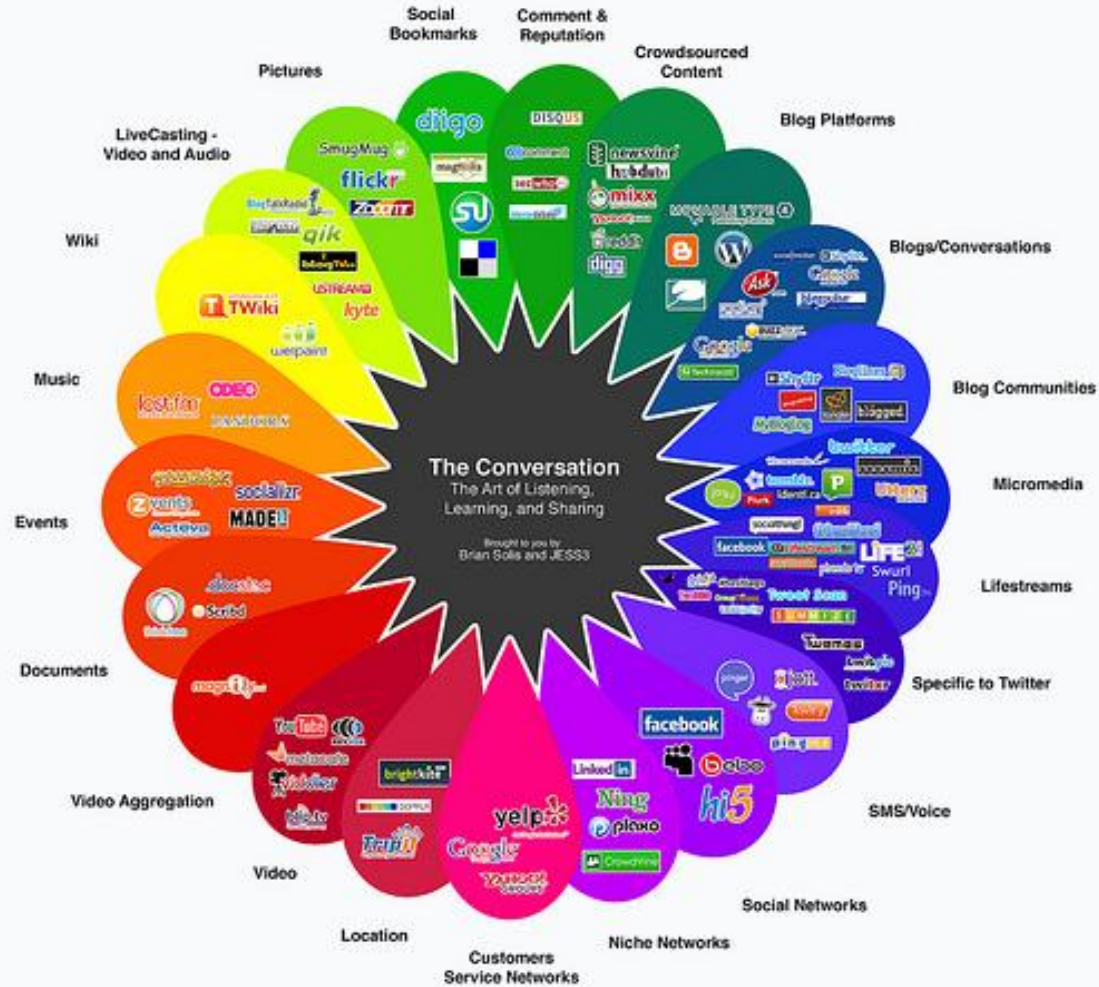


**Face-to-Face
engagement
locally and
nationally**

One message...Many channels

Tools we use

- **Blog**
- **Facebook**
- **Twitter**
- **YouTube**
- **Flickr**
- **Issuu**
- **Yammer**
- **Hootsuite**
- **More coming ...**





Crisis Events:
Where do you want to be?

San Diego Blackout Response



Social media was
key element of local
emergency planning
during early hours
of crisis event



Social Media & Public Health Communication



Shaping the Information Space

DoD LIVE

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Written on OCTOBER 3, 2011 AT 1:12 PM by TIFFANI WALKER

What You Don't Know about Designer Drugs Can Hurt You

Filed under DOD NEWS, MEDICAL MONDAY (ONE COMMENT)



By: Cmdr. Lisa McWhorter, Director, Laboratory Services, Navy and Marine Corps Public Health Center

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In today's high technology environment, young Sailors and Marines are constantly bombarded with information from a multitude of sources; iPad, iPhones, Tweets, Facebook, YouTube, you name it. Peer pressure to experiment with "fake pot" known as Spice products or designer drugs to "look cool and get high", is always present. One message that each sailor and marine must hear and take heed is what these Designer Drugs can do to them; from loss of a naval career to vast array of medical and mental problems. Zero tolerance to the use of illicit drug products will end your career and produce short and potentially long-term health issues.

Imagine smoking K2 Spice or Ivory Wave Bath Salts, feeling really high or full of energy. "So man let's do more since this stuff is Awesome!!" Then afterwards, as you're coming down, you feel like you're being watched from someone outside the window, or your heart is really racing, or you start shaking uncontrollably, and you can't get away from all the bad guys after you....or you just shutdown...

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NAVY MEDICINE LIVE

The official blog of Navy and Marine Corps Health Care

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Written on OCTOBER 3, 2011 AT 1:12 PM by TFWALKER

Spice: There's a Reason the Package Says 'Not for Human Consumption'

Filed under UNCATEGORIZED (NO COMMENTS)

By: Cmdr. Lisa McWhorter, Director, Laboratory Services, Navy and Marine Corps Public Health Center



In today's high technology environment, young Sailors and Marines are constantly bombarded with information from a multitude of sources; iPads, iPhones, Tweets, Facebook, YouTube, you name it. Peer pressure to experiment with "fake pot" known as Spice products or designer drugs to "look cool and get high", is always present. One message that each Sailor and Marine must hear and take heed is what these designer drugs can do to them; from loss of a naval career to vast array of medical and mental problems. Zero tolerance to the use of illicit drug products will end your career and produce short and potentially long-term health issues.

Navy Medicine Video

Navy Medicine Video



Navy Medicine is a global healthcare network of 63,000 Navy medical personnel around the world who provide high quality health care to more than one million eligible beneficiaries. Navy Medicine personnel deploy with Sailors and Marines worldwide, providing critical mission support aboard ship, in the air, under the sea and on the battlefield.

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Written on AUGUST 30, 2011 AT 7:30 AM by P.ROBINSON

Dangers of Synthetic Drugs: "Not in My Navy"

Filed under UNCATEGORIZED (NO COMMENTS)



Vice Admiral Adam M. Robinson Jr., 36th Surgeon General of the Navy and Chief of the Bureau of Medicine and Surgery

By Vice Admiral Adam M. Robinson, Jr. Surgeon General of the Navy and Chief of the Navy's Bureau of Medicine and Surgery

As we enjoy the remainder of this summer season with our friends and family, I'd like to draw attention to a serious health issue affecting our Sailors, Marines, and their families. I'm talking about the dangerous health effects of Spice and other Synthetic Designer Drugs. I would like to take this opportunity to educate and inform all Navy and Marine Corps personnel not only of the potential adverse health effects, but also the legal consequences. It is paramount all Navy Medicine personnel are aware of the adverse effects of these drugs.

Navy Medicine Video

Navy Medicine Video



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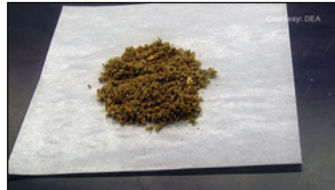
Breadcrumbs

Dozens of sailors being discharged for using illegal drug

October 21, 2011 at 3:16 AM by [AHN](#) · [Leave a Comment](#)

Kris Alingod – AHN News Contributor

San Diego, CA, United States (AHN) – Sixty-four sailors, including dozens from the aircraft carrier that buried Osama bin Laden at sea, are being discharged for using and distributing an illegal drug similar to marijuana, the U.S. Navy announced on Thursday.



Three sailors from the floating dry dock Arco and 11 from the USS San Francisco have been separated from the service and meted non-judicial sanctions for using Spice, a mixture of herb and spices combined with a synthetic compound that mimics the effects of marijuana.

Of the 14 sailors, six also admitted to cocaine use and one was found to have used methamphetamines. One additional sailor from USS San Francisco remains under investigation for allegedly distributing the drug.

On the USS Carl Vinson, where military personnel this year administered Muslim rites on the body of bin Laden before burying it in the Arabian Sea, 49 sailors were found to be part of a drug ring that used, sold and distributed Spice. Three of the sailors have been discharged for non-misconduct related reasons, while two sailors believed to be distributors and one suspected middle man are being investigated for possible criminal charges.

"The Navy's policy on drug abuse is simple and clear — zero tolerance," Vice Adm. Gerald Beaman, commander of the San Diego-based 3rd Fleet under which the two carriers and the Arco operate, said in a statement. "Drug abuse puts lives and missions at risk and undercuts unit readiness and morale."

The Navy has been working to reduce the number of incidents related to the use of Spice, which the U.S. Drug Enforcement Agency declared illegal last year. There was an increase in the use of the drug and other similar substances among sailors in the last quarter of 2010. In response, officials designated 10 businesses in Virginia off-limits to service members.

Spice, also known by the names K2 and Bliss, can be easily bought online and in tobacco shops and various retailers. It induces paranoia, panic attacks, and giddiness, psychological effects that also result from using marijuana.

Serious side effects include tremors, delirium, impaired coordination, seizures and psychotic symptoms that can last for months, according to a message the Navy surgeon general, Vice Adm. Adam Robinson, Jr., issued in August.

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Navy video shows the danger of Spice

A synthetic drug can ruin careers and end lives. See how the Navy tells the story.

By | Posted: November 1, 2011

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One of our favorite home movies when my cousins and I were growing up was one in which our uncle played the film in reverse so that my cousins were sliding up a long curving playground slide backwards.

The Navy puts the film in reverse at the beginning of this video, but it won't have you laughing. It takes a serious look at what can happen when sailors—on anyone else, for that matter—uses Spice, a synthetic drug which mirrors marijuana.

Social Media Enabled Participation

- Established Navy as leading voice on Spice
- Tips, support and feedback
- Requests to help share the word



A stylized illustration of a large ship, possibly a battleship, being crushed by a giant, dark, shadowy hand. The hand is positioned above the ship, with its fingers pressing down on it. The background is a solid reddish-brown color. The ship is white with dark details, and the hand is a dark, almost black silhouette.

LOOSE TWEETS

Sink Fleets

THIS POSTER IS PUBLISHED BY THE HOUSE OF SEAGRAM AS PART
OF ITS CONTRIBUTION TO THE NATIONAL VICTORY EFFORT

Issue Management via Twitter

A screenshot of a Twitter interface. At the top, the Twitter logo is on the left, and navigation links "Home Profile Find People Settings Help Sign out" are on the right. Below the header, there's a section titled "What's happening?" with a search bar and a "update" button. To the right of this section, it says "140". On the far right, there's a profile card for "@USNSComfort" with 14 tweets, 36 likes, 3,153 retweets, and 200 followers. Below the main header, there's a section titled "Tweets mentioning @USNSComfort". The first tweet is from "IWarriorPrincess RT @Shaunking" saying they've been told that the @USNSComfort is the only place w/ tools & sanitized space 4 neurosurgery. This is followed by a tweet from "OeprieOeprays RT @Shaunking" with similar text. Then a tweet from "derekspalla" asking what happened to @USNSComfort. Next is a tweet from "Shaunking" stating they've been told that the @USNSComfort is the only place with tools and sanitized space for neurosurgery. This is followed by a tweet from "AMVCHAMP" asking if users can take their neurosurgeons. Then a tweet from "Shaunking" providing contact information for Shaunking@gmail.com or (US) 404.287.6456. This is followed by a tweet from "Shaunking" mentioning Sanjay Gupta CNN and award-winning pediatric neurosurgeon & 2 trauma neurosurgeons. Then a tweet from "Shaunking" saying they have 3 skilled neurosurgeons now in Port Au Prince. Finally, a tweet from "rachellehoudie" saying she'll kiss @NavyNews, @USMC, and @USMC if @Shaunking gives her back thanks for twitter's #PINKIE. A large red circle is drawn around the tweets from Shaunking, AMVCHAMP, and rachellehoudie.





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sanjayguptaCNN

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RT @ShaunKing: Done! Just heard from 5th NEUROSURGEON – sending to support @SanjayGuptaCNN --- shaun, blessings -- from me and haiti. sanjay

40 minutes ago from UberTwitter

<http://twitpic.com/ytwxj> – the haitian spirit. people waiting patiently for h2o under hot sun. no armed guards. no pushing. obvious respect about 10 hours ago from TwitPic

attention: no neurosurgeons in haiti that can be found. needed, along with proper instruments. please ensure uss comfort has one as well.

1:51 PM Jan 12th from web



Verified Account

Name

Dr. Sanjay Gupta

Location

CNN Headquarters Atlanta

Web

<http://www.cnnhead.com>

Bio

CNN Chief Medical Correspondent; Neurosurgeon

149 following

1,194,420 followers

4,125 tweets

Tweets

136

Favorites

Actions

[block sanjayguptaCNN](#)
[report for spam](#)

Following



View all...

Shaun K



survivor



blogger



speaker

33 minutes ago from UberTwitter

Inefficiency reigns right now because of the lack of those 3 things I just mentioned.

38 minutes ago from UberTwitter

Haiti is seriously lacking the following: Visionary leaders, skilled macro administrators, communication systems experts.

40 minutes ago from UberTwitter

Many lessons that I have learned the past 10 days are too painful to share right now. Highs are very high. Lows even lower.

about 1 hour ago from UberTwitter

@SpyDrMedia email it to me. shaunking@courageous.tv

about 2 hours ago from UberTwitter in reply to SpyDrMedia

Talked with the great crew aboard the USNS Comfort. They are working hard to help us & others. Root & pray for their success.

about 2 hours ago from UberTwitter

Anyone have a # for Fred Gerber @ Project Hope in Haiti?

about 2 hours ago from UberTwitter

@raluhood I do not. Not sure we are the guys to give that list to you.

about 3 hours ago from web in reply to raluhood

@keyinfluencer thanks James - just wrote you back my man

about 3 hours ago from web in reply to keyinfluencer

@SCMcDonnell please reach out to neurosurgeons already there if you have not already. they are ready to roll.

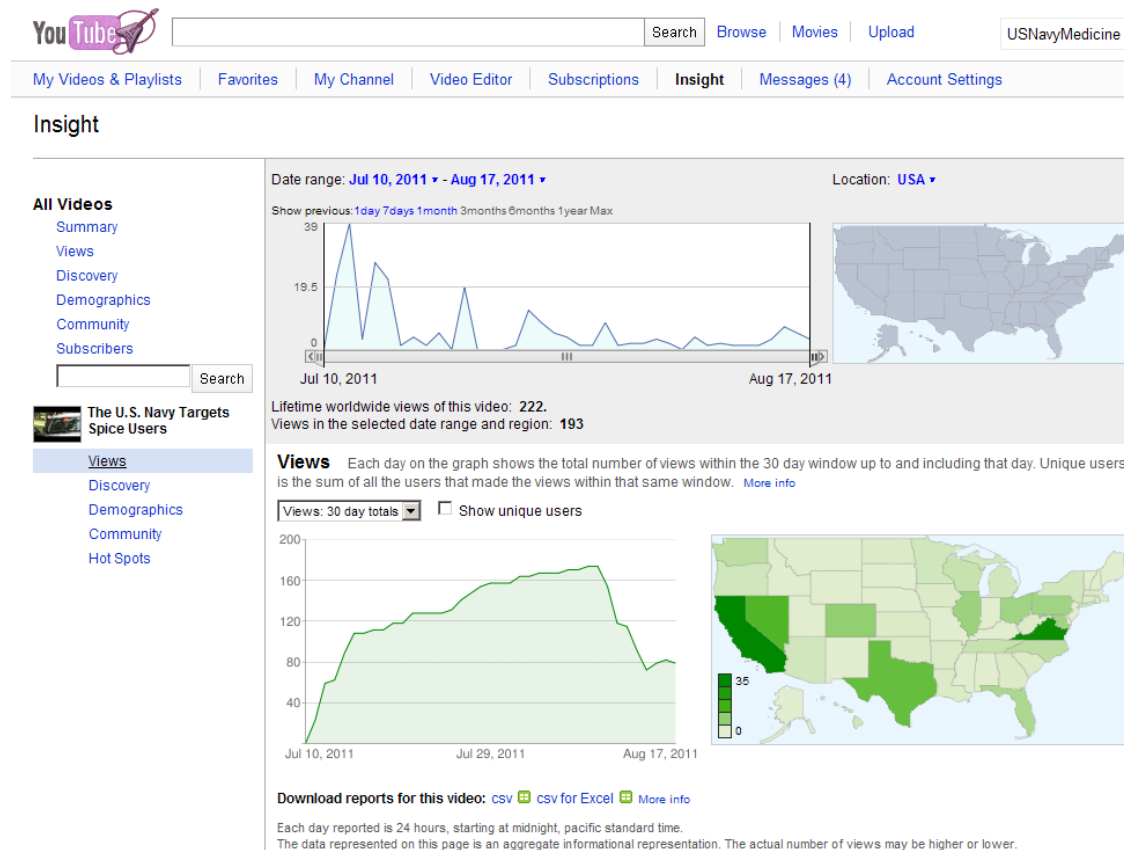
about 4 hours ago from web in reply to SCMcDonnell

Petty differences disappear during disaster relief. Conservative? Liberal? Color? Nationality? Who cares! I want results!

Crisis averted by monitoring social media and reaching out to those who were anxious to help to link them up with the right point of contact to avoid negative discussions online based on misperceptions

Metrics

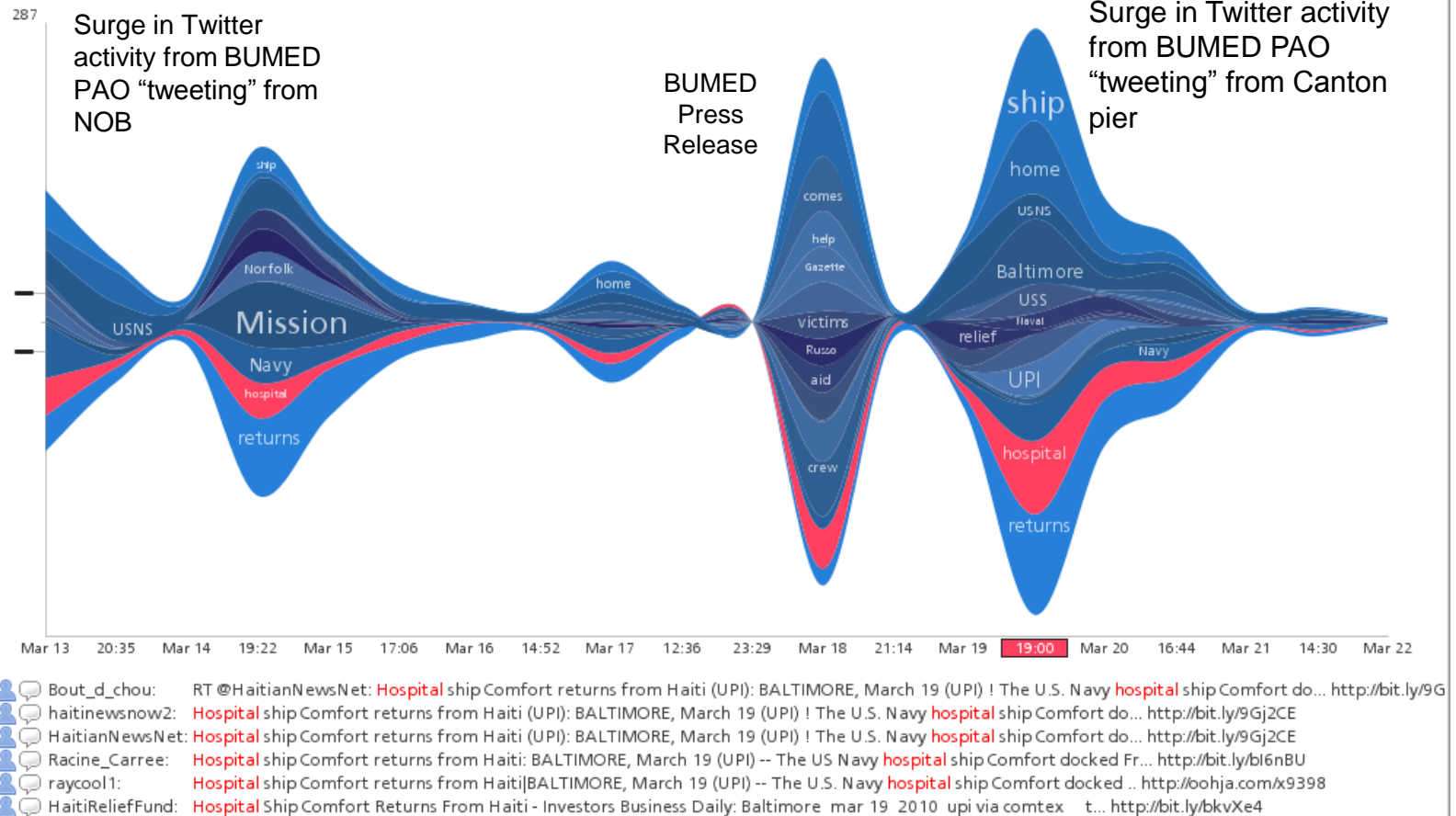
- Social media provides opportunity for immediate feedback & ROI



Twitter StreamGraphs

Twitter StreamGraph for

Neoformix



A StreamGraph is shown for the latest 1000 tweets which contain the search word. The default search query is 'data visualization' but a new one can be typed into the text box at the top of the application. You can also enter a [Twitter ID](#) preceded by the '@' symbol to see the latest tweets from that user. A parameter to the URL can be used to specify the initial search word. For example, use <http://www.neoformix.com/Projects/TwitterStreamGraphs/view.php?q=coffee> to see the latest tweets about coffee.



Lessons Learned



- Social media is valuable when part of overall communications
- You can't control the sea of public opinion, but you can at least navigate it
- Takes time to build audience – Start now so you have the capability when you need it
- Listening can help mitigate and avoid some crisis events
- Authentic, credible, responsive voices legitimately humanize bureaucracies
- Social media enables real time feedback
- Social media empowers employees to participate
- Content is KING. Keep it coming.
- It's never too late to start your social media program

THE ULTIMATE CARE PACKAGE

